

WSFA 12 East Delano Ave. Montgomery, AL 36105 Main: (334) 288-1212 Billing: (334) 288-1212

www.wsfa.com

Billing Address:

Political Strategy Group, LLC Attention: Accounts Payable PO Box 1763 Orange Beach, AL 36561

Send Payment To:

WSFA

Regions Bank

ATTN: Lockbox # 1400

P.O. Box 11407

Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period	_
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17	

<u>Property</u>	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

Flight Dates	Order #	Alt Order #
07/25/17 - 08/20/17	1787406	08750924
Billing Calendar	Billing Type	Deal #
Broadcast	Cash	
Special Handling		
Agency Code	Advertiser Code	Product 1/2
Agency Ref	Advertiser Ref	

Spots/

Lii	ne Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
Γ	2 08/14/17	08/15/17	NET Early Today ON	4x-430x	MT	:30	2	\$3.00	NM	
	Weeks: Spots: # Ch 1 WS		14/17 4:18 AM NET E	arly Today ON	Rate \$3.00 Start/End Time 4x-430x	:3	th <u>Ad-ID</u> 30 FLSM1892H	_Names		Rate Type \$3.00 NM
	2 WS	FA Tu 08/ Unresolve		arly Today ON 	4x-430x	:)()			\$3.00 NM

5 07/31	/17 0	8/11/1	17 Toda	ay in Alabama 5	am 5-	-530a	MTWTF		:30	5	\$85.00	NM		
Weeks	s: Sta	art Da	te End D	ate MTWTFS:	<u> </u>	Spots/Week	Rate							
	07	/31/17	7 08/06/	17 MTWTF-	-	5	\$85.00							
Spots: #	<u>Ch</u>	<u>Day</u>	Air Date	Air Time Des	cription		Start/End	d Time	Length Ac	d-ID			<u>Rate</u>	<u>Type</u>
2	WSFA	M	07/31/17	5:23 AM Tod	ay in Al	abama 5am	5-530a		:30 RC	Y MOORE	FOR SENATE		\$85.00	NM
1	WSFA	Tu	08/01/17	5:23 AM Tod	ay in Al	abama 5am	5-530a		:30 RC	Y MOORE	FOR SENATE		\$85.00	NM
3	WSFA	W	08/02/17	5:12 AM Tod	ay in Al	abama 5am	5-530a		:30 RC	Y MOORE	FOR SENATE		\$85.00	NM
4	WSFA	Th	08/03/17	5:12 AM Tod	ay in Al	abama 5am	5-530a		:30 RC	Y MOORE	FOR SENATE		\$85.00	NM
5	WSFA	F	08/04/17	5:28 AM Tod	ay in Al	abama 5am	5-530a		:30 RC	Y MOORE	FOR SENATE		\$85.00	NM
Weeks	s: <u>St</u>	art Da	te End D	ate MTWTFS:	2	Spots/Week	<u>Rate</u>							
	08.	07/17	08/13/	17 MTWTF-	•	5	\$85.00							
Spots: #	<u>Ch</u>	Day	Air Date	Air Time Des	cription		Start/End	d Time	Length Ac	d-ID			Rate	<u>Type</u>
8	WSFA	M	08/07/17	5:28 AM Tod	ay in Ala	abama 5am	5-530a		:30 FL	.SM1892H	_Names		\$85.00	NM
9	WSFA	Tu	08/08/17	5:24 AM Tod	ay in Ala	abama 5am	5-530a		:30 FL	.SM1892H	_Names		\$85.00	NM
7	WSFA	W	08/09/17	5:29 AM Tod	ay in Ala	abama 5am	5-530a		:30 FL	SM1892H	_Names		\$85.00	NM
10	WSFA	Th	08/10/17	5:24 AM Tod	ay in Ala	abama 5am	5-530a	*	:30 Co	nservat	ive		\$85.00	NM
6	WSFA	F	08/11/17	5:12 AM Tod	ay in Ala	abama 5am	5-530a		:30 FL	SM1892H	_Names		\$85.00	NM
6 08/14/	/17 08	3/15/1	7 Toda	y in Alabama 5	am 5-	530a	MT		:30	2	\$85.00	NM		

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The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.



WSFA M 08/07/17

Tu 08/08/17

6

WSFA

Send Payment To: **WSFA Regions Bank** ATTN: Lockbox # 1400 P.O. Box 11407 Birmingham, AL 35246-1400

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1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17

<u>Advertiser</u>	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

www.wsfa.com	<u>n</u>										
Line Start	Date End Date	e Description	Start/En	d Time	MTWTFSS	Length	Spots/ Week	Rate	Туре		
6 08/14	4/17 08/15/17	S. Compression I depletion			MT	:30	2	\$85.00	NM		
	08/14/17	08/20/17 MT-		2	\$85.00						
Spots: #			Description	-	Start/End Time	Length	Ad-ID			Rate	Type
1 1	and the same of th	and the same of th	Today in Alabama	5am	5-530a) Conserva	tive		\$85.00	
2	WSFA Tu 0		Today in Alabama		5-530a	:30) FLSM1892	H_Names		\$85.00	NM
7 07/31	1/47 00/44/47	Today in Alaba	F20- F20 (`	MT-TE	.20	-	£100.00	NIN/I		=
7 07/31	1/17 08/11/17	l oday in Alaba	na 530a 528am-6	oam	MTWTF	:30	5	\$100.00	NM		
Week				Week	<u>Rate</u>						
	07/31/17		TF	5	\$100.00					_	_
Spots: #			Description		Start/End Time	<u>Length</u>				<u>Rate</u>	
3			Today in Alabama		528am-6am			E FOR SENATE		\$100.00	
1			Today in Alabama		528am-6am			E FOR SENATE		\$100.00	
2			Today in Alabama		528am-6am			E FOR SENATE		\$100.00	
4			Today in Alabama		528am-6am			E FOR SENATE		\$100.00	
5			Today in Alabama		528am-6am	:30	ROY MOOR	E FOR SENATE		\$100.00	NM
Week	s: <u>Start Date</u> 08/07/17		<u> FFSS</u> <u>Spots/</u> FF	<u>Week</u> 5	<u>Rate</u> \$100.00			70			
Spots: #			Description	J	Start/End Time	Length	Ad-ID			Rate	Type
8			Today in Alabama	530a	528am-6am		FLSM1892	H_Names		\$100.00	
6			Today in Alabama		528am-6am		FLSM1892			\$100.00	
9			Today in Alabama		528am-6am	:30	FLSM1892	H_Names		\$100.00	SA 5.500.00.00
7			Today in Alabama		528am-6am	:30	FLSM1892	H_Names		\$100.00	
10			Today in Alabama		528am-6am	:30	Conserva	tive		\$100.00	10 0000000
8 08/14	/17 08/15/17	Today in Alabar	na 530a 528am-6	am	MT	:30	2	\$100.00	NM		
Weeks	s: <u>Start Date</u> 08/14/17		FFSS Spots/	Week 2	<u>Rate</u> \$100.00						
Spots: #	Ch Day A		Description	_	Start/End Time	Length	Ad-ID			Rate	Type
1			Today in Alabama	530a	528am-6am		FLSM1892	H_Names	,	\$100.00	
2	WSFA Tu 0		Today in Alabama		528am-6am	:30	Conserva	tive		\$100.00	NM
9 07/31	/17 08/11/17	Today In Alabar	na 6a-7a		MTWTF	:30	5	\$175.00	NM		
Weeks	s: Start Date	End Date MTW	FSS Spots/	Week	Rate						
W 62/29-3950000000	07/31/17	08/06/17 MTW	F	5	\$175.00						
Spots: #	Ch Day A	ir Date Air Time	<u>Description</u>		Start/End Time	<u>Length</u>	Ad-ID			Rate	<u>Type</u>
3	WSFA M 0	7/31/17 6:10 AM	Today In Alabama		6a-7a	:30	ROY MOOR	E FOR SENATE		\$175.00	NM
1	WSFA Tu 0	8/01/17 6:19 AM	Today In Alabama		6a-7a	:30	ROY MOOR	E FOR SENATE		\$175.00	NM
2	WSFA W 0	8/02/17 6:22 AM	Today In Alabama		6a-7a	:30	ROY MOOR	E FOR SENATE		\$175.00	NM
5			Today In Alabama		6a-7a			E FOR SENATE		\$175.00	10000000
4			Today In Alabama		6a-7a	:30	ROY MOOR	E FOR SENATE		\$175.00	MM
Weeks	s: <u>Start Date</u> 08/07/17	•	FSS Spots/		Rate \$175.00						
Spots: #	Ch Day A		Description	5	\$175.00 Start/End Time	Length	Ad-ID			Rate	Type
Opolo. #	Oil Day A	I Date All Tille	- · · · · ·		Statutille Tille	Length	7.U-1D			<u>Ivare</u>	TAPE

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6a-7a

6a-7a

:30 FLSM1892H_Names

:30 FLSM1892H_Names

6:46 AM Today In Alabama

6:47 AM Today In Alabama

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This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

\$175.00 NM

\$175.00 NM



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Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

www.wsfa.com

www.wsta.com			å				
				Spots/			
ine Start Date End Date Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
9 07/31/17 08/11/17 Today In Alabama	6a-7a	MTWTF	:30	5	\$175.00	NM	
Spots: # Ch Day Air Date Air Time Descripti	<u>on</u>	Start/End Time	Lengt	h Ad-ID			Rate Typ
7 WSFA W 08/09/17 6:55 AM Today In	Alabama	6a-7a	:3	0 FLSM1892	H_Names		\$175.00 N
9 WSFA Th 08/10/17 6:21 AM Today In	Alabama	6a-7a	:3	O Conserva	tive		\$175.00 N
10 WSFA F 08/11/17 6:31 AM Today In		6a-7a	:3	O FLSM1892	H_Names		\$175.00 N
10 08/14/17 08/15/17 Today In Alabama	6a-7a	MT	:30	2	\$175.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u>	Spots/Week	Rate					
08/14/17 08/20/17 MT	2	\$175.00					
Spots: # Ch Day Air Date Air Time Descripti	<u>on</u>	Start/End Time	Lengt	<u>h</u> <u>Ad-ID</u>			Rate Type
2 WSFA M 08/14/17 6:27 AM Today In	Alabama	6a-7a	:3	O Conserva	tive		\$175.00 NM
1 WSFA Tu 08/15/17 6:10 AM Today In	Alabama	6a-7a	:3	0 FLSM1892	H_Names		\$175.00 NN
11 07/31/17 08/11/17 NBC Today Show	7-9am	MTWTF	:30	5	\$115.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u>	Spots/Week	Rate					3
07/31/17 08/06/17 MTWTF	5	\$115.00					
Spots: <u># Ch Day Air Date Air Time Descripti</u>		Start/End Time		h Ad-ID			Rate Type
3 WSFA M 07/31/17 8:59 AM NBC Tod		7-9am			E FOR SENATE		\$115.00 NN
4 WSFA Tu 08/01/17 8:53 AM NBC Tod		7-9am	:3	O ROY MOOR	E FOR SENATE		\$115.00 NN
2 WSFA W 08/02/17 7:20 AM NBC Tod	ay Show	7-9am	:3	O ROY MOOR	E FOR SENATE	i.	\$115.00 NN
5 WSFA Th 08/03/17 8:39 AM NBC Tod	ay Show	7-9am	:30	O ROY MOOR	E FOR SENATE		\$115.00 NN
1 WSFA F 08/04/17 8:27 AM NBC Tod	ay Show	7-9am	:30	O ROY MOOR	E FOR SENATE		\$115.00 NN
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 08/07/17 08/13/17 MTWTF	Spots/Week 5	<u>Rate</u> \$115.00					
Spots: # Ch Day Air Date Air Time Description	<u>on</u>	Start/End Time	Lengtl	h Ad-ID			Rate Type
10 WSFA M 08/07/17 8:58 AM NBC Tod	ay Show	7-9am	:30) FLSM1892	H_Names		\$115.00 NN
6 WSFA Tu 08/08/17 8:40 AM NBC Tod	ay Show	7-9am	:30) FLSM1892	H_Names		\$115.00 NN
9 WSFA W 08/09/17 8:30 AM NBC Tod	-	7-9am	:30) FLSM1892	H_Names		\$115.00 NN
7 WSFA Th 08/10/17 8:59 AM NBC Tod		7-9am	:30) FLSM1892	H_Names		\$115.00 NN
8 WSFA F 08/11/17 8:39 AM NBC Tod	(=)(7-9am	:30) Conserva	tive		\$115.00 NN
12 08/14/17 08/15/17 NBC Today Show	7-9am	MT	:30	2	\$115.00	NM	
Weeks: Start Date End Date MTWTFSS	Spots/Week	Rate		***************************************			-
08/14/17 08/20/17 MT	2	\$115.00	1				Deta T
Spots: # Ch Day Air Date Air Time Description	Total Control	Start/End Time		n <u>Ad-ID</u>	.		Rate Type
1 WSFA M 08/14/17 8:44 AM NBC Tod		7-9am) Conserva			\$115.00 NN
2 WSFA Tu 08/15/17 8:56 AM NBC Tod	ay Show	7-9am	:30) FLSM18921	H_Names		\$115.00 NN
13 08/12/17 08/12/17 NBC Saturday Today Sh ow	6-8am	1-	:30	1	\$45.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 08/07/17 08/13/171-	Spots/Week	<u>Rate</u> \$45.00					
Spots: # Ch Day Air Date Air Time Description	n '	Start/End Time	Length	Ad-ID			Rate Type
1 WSFA Sa 08/12/17 7:29 AM NBC Satu		6-8am) Conserva	tive		\$45.00 NN
14 08/06/17 08/13/17 NET NBC Sunday Today		S	:30	1	\$45.00	NM	ψ10.00 THI
11 00/00/17 OU/10/17 NET NEDO Guilday Today	, 54	5	.00		Ψ τυ.υυ	1 4141	

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Show

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POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	>

www.wsfa.com

	Spots/
Line Start Date End Date Description Start/End Time MTWTFSS	Length Week Rate Type
14 08/06/17 08/13/17 NET NBC Sunday Today 7-8aS Show	:30 1 \$45.00 NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/31/17 08/06/17 S 1 \$45.00	
Spots: # Ch Day Air Date Air Time Description Start/End T	Time Length Ad-ID Rate Type
1 WSFA Su 08/06/17 7:57 AM NET NBC Sunday Today Show 7-8a	:30 FLSM1892H_Names \$45.00 NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/07/17 08/13/17 S 2 \$45.00	
Spots: # Ch Day Air Date Air Time Description Start/End T	
3 WSFA Su 08/13/17 7:25 AM NET NBC Sunday Today Show 7-8a	:30 FLSM1892H_Names \$45.00 NM
2 WSFA Su 08/13/17 7:59 AM NET NBC Sunday Today Show 7-8a	:30 Conservative \$45.00 NM
15 08/06/17 08/13/17 NET NBC Meet The Pres 8-9aS	:30 1 \$45.00 NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/31/17 08/06/17 S 1 \$45.00	
Spots: # Ch Day Air Date Air Time Description Start/End T	ime Length Ad-ID Rate Type
1 WSFA Su 08/06/17 8:59 AM NET NBC Meet The Press 8-9a	:30 FLSM1892H_Names \$45.00 NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate	
08/07/17 08/13/17S 2 \$45.00	Torse Length Ad ID
Spots: # Ch Day Air Date Air Time Description Start/End T 2 WSFA Su 08/13/17 NET NBC Meet The Press 8-9a	
Credited	:00 \$45.00 NM
3 WSFA Su 08/13/17 NET NBC Meet The Press 8-9a Credited	:00 \$4 5.00 NM
16 08/06/17 08/13/17 WSFA News Sunday AM 9-930aS	:30 2 \$20.00 NM
Weeks: Start Date 07/31/17 End Date 08/06/17 MTWTFSS 05/05/Week 07/31/17 Spots/Week 2 Rate 2 \$20.00	
Spots: # Ch Day Air Date Air Time Description Start/End T	ime Length Ad-ID Rate Type
1 WSFA Su 08/06/17 9:15 AM WSFA News Sunday AM 9-930a	:30 FLSM1892H_Names \$20.00 NM
3 WSFA Su 08/06/17 9:28 AM WSFA News Sunday AM 9-930a	:30 FLSM1892H_Names \$20.00 NM
Weeks: Start Date 08/07/17 End Date 08/13/17 MTWTFSS option 1 Spots/Week spots/Week name Rate spots/Week name	
Spots: # Ch Day Air Date Air Time Description Start/End T	ime Length Ad-ID Rate Type
2 WSFA Su 08/13/17 WSFA News Sunday AM 9-930a Credited	:00 \$20.00 NM
17 07/31/17 08/11/17 NBC Today 2 9-10am MTWTF	:30 5 \$50.00 NM
Weeks: Start Date 07/31/17 End Date End Date 08/06/17 MTWTFSS MTWTF Spots/Week 5 Rate 5 \$50.00	
Spots: # Ch Day Air Date Air Time Description Start/End Ti	ime Length Ad-ID Rate Type
1 WSFA M 07/31/17 9:56 AM NBC Today 2 9-10am	:30 ROY MOORE FOR SENATE \$50.00 NM
3 WSFA Tu 08/01/17 9:54 AM NBC Today 2 9-10am	:30 ROY MOORE FOR SENATE \$50.00 NM
5 WSFA W 08/02/17 9:29 AM NBC Today 2 9-10am	:30 ROY MOORE FOR SENATE \$50.00 NM
4 WSFA Th 08/03/17 9:29 AM NBC Today 2 9-10am	:30 ROY MOORE FOR SENATE \$50.00 NM
2 WSFA F 08/04/17 9:59 AM NBC Today 2 9-10am	:30 ROY MOORE FOR SENATE \$50.00 NM
Weeks: Start Date 08/07/17 End Date Properties of the propertie	

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POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

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Line Start Date End Date Description Start/End Tir	me MTWTFSS	Spots/ Length Week	Rate	Туре	
17 07/31/17 08/11/17 NBC Today 2 9-10am	MTWTF	:30 5	\$50.00	NM	6
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
7 WSFA M 08/07/17 9:55 AM NBC Today 2	9-10am	:30 FLSM189	92H_Names		\$50.00 NM
6 WSFA Tu 08/08/17 10:00 AM NBC Today 2	9-10am	:30 FLSM189	92H_Names		\$50.00 NM
8 WSFA W 08/09/17 9:27 AM NBC Today 2	9-10am	:30 FLSM189	92H_Names		\$50.00 NM
9 WSFA Th 08/10/17 9:59 AM NBC Today 2	9-10am	:30 Conserv	vative		\$50.00 NM
10 WSFA F 08/11/17 9:27 AM NBC Today 2	9-10am	:30 FLSM189	92H_Names		\$50.00 NM
18 08/14/17 08/14/17 NBC Today 2 9-10am	1	:30 1	\$50.00	NM	
Weeks: Start Date 08/14/17 End Date 08/20/17 MTWTFSS 1 Spots/Wee	<u>ek</u> <u>Rate</u> 1 \$50.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 08/14/17 9:28 AM NBC Today 2	9-10am	:30 FLSM189	92H_Names	X-OUE	\$50.00 NM
19 07/31/17 08/03/17 NBC Today Show 3 10-11am	MTWT	:30 4	\$50.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Wee</u>	ek <u>Rate</u> 4 \$50.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 07/31/17 10:54 AM NBC Today Show 3	10-11am	:30 ROY MOO	ORE FOR SENATE		\$50.00 NM
3 WSFA Tu 08/01/17 10:29 AM NBC Today Show 3	10-11am	:30 ROY MOO	RE FOR SENATE		\$50.00 NM
2 WSFA W 08/02/17 10:29 AM NBC Today Show 3	10-11am	:30 ROY MOO	RE FOR SENATE		\$50.00 NM
4 WSFA Th 08/03/17 10:29 AM NBC Today Show 3	10-11am	:30 ROY MOC	ORE FOR SENATE		\$50.00 NM
20 08/07/17 08/11/17 NBC Today Show 3 10-11am	MTWTF	:30 5	\$50.00	NM	a a
Weeks: Start Date End Date MTWTFSS Spots/Wee	<u>Rate</u> 5 \$50.00		141674		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 08/07/17 10:54 AM NBC Today Show 3	10-11am	:30 FLSM189	2H_Names		\$50.00 NM
2 WSFA Tu 08/08/17 10:48 AM NBC Today Show 3	10-11am	:30 FLSM189	2H_Names		\$50.00 NM
5 WSFA W 08/09/17 10:29 AM NBC Today Show 3	10-11am	:30 FLSM189	2H_Names		\$50.00 NM
4 WSFA Th 08/10/17 10:29 AM NBC Today Show 3	10-11am	:30 FLSM189	2H_Names		\$50.00 NM
3 WSFA F 08/11/17 10:55 AM NBC Today Show 3	10-11am	:30 Conserv	ative		\$50.00 NM
21 08/14/17	1	:30 1	\$50.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Wee</u>	ek <u>Rate</u> 1 \$50.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 08/14/17 10:48 AM NBC Today Show 3	10-11am	:30 Conserv	ative		\$50.00 NM
22 07/31/17 08/11/17 WSFA 12 News at Noon 12-1230pm	MTWTF	:30 5	\$100.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Wee	k Rate	16			
	5 \$100.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
3 WSFA M 07/31/17 12:14 PM WSFA 12 News at Noo	n 12-1230pm	:30 ROY MOO	RE FOR SENATE		\$100.00 NM
1 WSFA Tu 08/01/17 12:08 PM WSFA 12 News at Noo	n 12-1230pm	:30 ROY MOO	RE FOR SENATE	(4)	\$100.00 NM

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ATTN: Lockbox # 1400
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Birmingham, AL 35246-1400

M

Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17

<u>Advertiser</u>	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

www.wsfa.com

www.wsfa.com									
						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
22 07/31/17	08/11/17	WSFA 12 News at I	Noon 12-1230pm	MTWTF	:30	5	\$100.00	NM	
Spots: # Ch	Day Air I	Date Air Time Des	cription	Start/End Time	Lengt	h Ad-ID			Rate Type
5 WS	SFA W 08/0	02/17 12:28 PM WS	FA 12 News at Noon	12-1230pm	:3	O ROY MOORE	FOR SENATE		\$100.00 NM
4 WS	SFA Th 08/0	03/17 12:16 PM WS	FA 12 News at Noon	12-1230pm	:3	O ROY MOORE	FOR SENATE		\$100.00 NM
2 WS	SFA F 08/0	04/17 12:28 PM WS	FA 12 News at Noon	12-1230pm	:3	O ROY MOORE	FOR SENATE		\$100.00 NM
Weeks:		End Date MTWTFS: 08/13/17 MTWTF-		<u>Rate</u> \$100.00					
Spots: # Ch	Day Air I	Date Air Time Des	cription	Start/End Time	Lengt	h Ad-ID			Rate Type
6 WS	SFA M 08/0	07/17 12:26 PM WS	FA 12 News at Noon	12-1230pm	:30	O FLSM1892H	I_Names		\$100.00 NM
9 WS	SFA Tu 08/0	08/17 12:12 PM WS	FA 12 News at Noon	12-1230pm	:30	O FLSM1892H	I_Names		\$100.00 NM
8 WS	SFA W 08/0	9/17 12:09 PM WS	FA 12 News at Noon	12-1230pm	:30) FLSM1892H	_ Names		\$100.00 NM
10 WS	SFA Th 08/1	10/17 12:16 PM WS	FA 12 News at Noon	12-1230pm	:30) Conservat	:ive		\$100.00 NM
7 WS	SFA F 08/1	1/17 12:15 PM WS	FA 12 News at Noon	12-1230pm	:30) FLSM1892H	_Names		\$100.00 NM
23 08/14/17	08/14/17	WSFA 12 News at N	loon 12-1230pm	1	:30	1	\$100.00	NM	
10/	01-10-1	E I D I MTMEEC	0-1-00	Date					
Weeks:		End Date MTWTFSS 1		<u>Rate</u> \$100.00					
Spots: # Ch			•	Start/End Time	I enati	n Ad-ID			Rate Type
11 11 11 11	Control of the Control		FA 12 News at Noon	12-1230pm) FLSM1892H	l Names		\$100.00 NM
	71.71 111 00/1	12:101 111 110	TATE NOW ALTHOUT	12 1200pm					V100.00 11111
24 07/31/17	08/11/17	WSFA 12 NEWS AT M	4P M-F 4-430P	MTWTF	:30	5	\$60.00	NM	
Weeks:		End Date MTWTFSS		Rate					
Spoto: # Ch		08/06/17 MTWTF		\$60.00	Longth	VA ID			Poto Typo
Spots: # Ch 3 WS			FA 12 NEWS AT 4PM	Start/End Time M-F 4-430P		<u>Ad-ID</u>	FOR SENATE		<u>Rate Type</u> \$60.00 NM
1 WS			FA 12 NEWS AT 4PM	M-F 4-430P			FOR SENATE		\$60.00 NM
4 WS			FA 12 NEWS AT 4PM	M-F 4-430P	100		FOR SENATE		\$60.00 NM
5 WS			FA 12 NEWS AT 4PM	M-F 4-430P			FOR SENATE		\$60.00 NM
2 WS			FA 12 NEWS AT 4PM	M-F 4-430P			FOR SENATE		\$60.00 NM
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	<u>Rate</u>	.50	, KOT MOOKE	FOR SENATE		\$00.00 NW
Spots: # Ch		08/13/17 MTWTF Date Air Time Des		\$60.00 Start/End Time	Length	Ad-ID			Rate Type
6 WS	NAME OF THE PARTY	The state of the s	FA 12 NEWS AT 4PM	M-F 4-430P) FLSM1892H	Names		\$60.00 NM
7 WS			FA 12 NEWS AT 4PM	M-F 4-430P) FLSM1892H			\$60.00 NM
9 WS			FA 12 NEWS AT 4PM	M-F 4-430P) FLSM1892H			\$60.00 NM
10 WS			FA 12 NEWS AT 4PM	M-F 4-430P) Conservat			\$60.00 NM
	FA F 08/1		FA 12 NEWS AT 4PM	M-F 4-430P) Conservat			\$60.00 NM
0 770	1 00/1	1/1/ 4.24 FIVI VVOI	A 12 NEVIO AT 4FW	IVI-1 4-450F	.50	, conservat	170		Ψ00.00 14101
25 08/14/17	08/14/17	WSFA 12 NEWS AT M	4P M-F 4-430P	1	:30	1	\$60.00	NM	
Weeks:		End Date MTWTFSS 08/20/17 1		<u>Rate</u> \$60.00					
Spots: # Ch				Start/End Time	Length	Ad-ID			Rate Type
	FA M 08/1		FA 12 NEWS AT 4PM	M-F 4-430P) Conservat	ive		\$60.00 NM
26 07/31/17	08/11/17	WSFA 12 NEWS AT		MTWTF	:30	5	\$75.00	NM	\$00.00 THM
20 01131111	00/11/17	WOFA IZ NEWO AT	41 IVI-1 43U-3F	MIMIE	.30	5	φι 3.00	INIVI	

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Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

www.wsfa.com

www.wsia.com			
		Spots/	
Line Start Date End Date Description Start/End Time	MTWTFSS	Length Week Rate Type	
26 07/31/17 08/11/17 WSFA 12 NEWS AT 4P M-F 430-5P	MTWTF	:30 5 \$75.00 NM	
Weeks: Start Date 07/31/17 End Date 08/06/17 MTWTFS MTWTF Spots/Week 5	<u>Rate</u> \$75.00	4	
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type
3 WSFA M 07/31/17 4:49 PM WSFA 12 NEWS AT 4PM	M-F 430-5P	:30 ROY MOORE FOR SENATE	\$75.00 NM
2 WSFA Tu 08/01/17 4:51 PM WSFA 12 NEWS AT 4PM	M-F 430-5P	:30 ROY MOORE FOR SENATE	\$75.00 NM
4 WSFA W 08/02/17 4:51 PM WSFA 12 NEWS AT 4PM	M-F 430-5P	:30 ROY MOORE FOR SENATE	\$75.00 NM
5 WSFA Th 08/03/17 4:50 PM WSFA 12 NEWS AT 4PM	M-F 430-5P	:30 ROY MOORE FOR SENATE	\$75.00 NM
1 WSFA F 08/04/17 4:42 PM WSFA 12 NEWS AT 4PM	M-F 430-5P	:30 ROY MOORE FOR SENATE	\$75.00 NM
Weeks: Start Date 08/07/17 End Date 08/13/17 MTWTFSS MTWTF Spots/Week 5	<u>Rate</u> \$75.00		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type
9 WSFA M 08/07/17 4:55 PM WSFA 12 NEWS AT 4PM	M-F 430-5P	:30 FLSM1892H_Names	\$75.00 NM
6 WSFA Tu 08/08/17 4:41 PM WSFA 12 NEWS AT 4PM	M-F 430-5P	:30 FLSM1892H_Names	\$75.00 NM
7 WSFA W 08/09/17 4:51 PM WSFA 12 NEWS AT 4PM	M-F 430-5P	:30 FLSM1892H_Names	\$75.00 NM
10 WSFA Th 08/10/17 4:52 PM WSFA 12 NEWS AT 4PM	M-F 430-5P	:30 FLSM1892H_Names	\$75.00 NM
8 WSFA F 08/11/17 4:51 PM WSFA 12 NEWS AT 4PM	M-F 430-5P	:30 FLSM1892H_Names	\$75.00 NM
27 08/14/17	1	:30 1 \$75.00 NM	n.
M Weeks: Start Date End Date MTWTFSS Spots/Week	Rate		
08/14/17 08/20/17 1 1	\$75.00		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type
1 WSFA M 08/14/17 4:52 PM WSFA 12 NEWS AT 4PM	M-F 430-5P	:30 FLSM1892H_Names	\$75.00 NM
28 07/31/17	MTWTF	:30 5 \$185.00 NM	
Weeks: Start Date End Date MTWTFSS Spots/Week	Rate		
07/31/17 08/06/17 MTWTF 5	\$185.00	Longth Ad ID	Data Tuna
Spots: # Ch Day Air Date Air Time Description 2 WSFA M 07/31/17 5:11 PM WSFA 12 News at Five	Start/End Time	Length Ad-ID	Rate Type
	5-530pm	:30 ROY MOORE FOR SENATE	\$185.00 NM
The state of the s	5-530pm	:30 ROY MOORE FOR SENATE	\$185.00 NM
	5-530pm	:30 ROY MOORE FOR SENATE	\$185.00 NM
	5-530pm	:30 ROY MOORE FOR SENATE	\$185.00 NM
5 WSFA F 08/04/17 5:11 PM WSFA 12 News at Five Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 08/07/17 08/13/17 MTWTF 5	5-530pm <u>Rate</u> \$185.00	:30 ROY MOORE FOR SENATE	\$185.00 NM
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type
8 WSFA M 08/07/17 5:16 PM WSFA 12 News at Five	5-530pm	:30 FLSM1892H_Names	\$185.00 NM
6 WSFA Tu 08/08/17 5:11 PM WSFA 12 News at Five	5-530pm	:30 FLSM1892H_Names	\$185.00 NM
9 WSFA W 08/09/17 5:10 PM WSFA 12 News at Five	5-530pm	:30 FLSM1892H_Names	\$185.00 NM
10 WSFA Th 08/10/17 5:29 PM WSFA 12 News at Five	5-530pm	:30 Conservative	\$185.00 NM
7 WSFA F 08/11/17 5:12 PM WSFA 12 News at Five	5-530pm	:30 Conservative	\$185.00 NM
29 08/14/17 08/14/17 WSFA 12 News at Five 5-530pm	1	:30 1 \$185.00 NM	Q 100.00 14W
Wester Olest Date - Frid Date - MT-TTCC	D = 1000		
Weeks: Start Date 08/14/17 End Date 08/20/17 MTWTFSS 1 1 Spots/Week 1	<u>Rate</u> \$185.00		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type

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Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

www.wsfa.com

www.wsfa.com	
	Spots/
Line Start Date End Date Description Start/End Time MTW	TFSS Length Week Rate Type
29 08/14/17 08/14/17 WSFA 12 News at Five 5-530pm 1	:30 1 \$185.00 NM
Spots: # Ch Day Air Date Air Time Description S	tart/End Time Length Ad-ID Rate Type
1 WSFA M 08/14/17 5:17 PM WSFA 12 News at Five 5	530pm :30 Conservative \$185.00 NM
30 07/31/17 08/11/17 WSFA 12 News at Six - 6-630pm MTW	FF :30 5 \$350.00 NM
	Rate 50.00
	art/End Time Length Ad-ID Rate Type
	630pm :30 ROY MOORE FOR SENATE \$350.00 NM
	630pm :30 ROY MOORE FOR SENATE \$350.00 NM
	630pm :30 ROY MOORE FOR SENATE \$350.00 NM
	630pm :30 ROY MOORE FOR SENATE \$350.00 NM
	630pm :30 ROY MOORE FOR SENATE \$350.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u>	Rate i0.00
Spots: # Ch Day Air Date Air Time Description S	art/End Time Length Ad-ID Rate Type
7 WSFA M 08/07/17 6:27 PM WSFA 12 News at Six - MF 6-	630pm :30 FLSM1892H_Names \$350.00 NM
8 WSFA Tu 08/08/17 6:10 PM WSFA 12 News at Six - MF 6-	630pm :30 FLSM1892H_Names \$350.00 NM
9 WSFA W 08/09/17 6:27 PM WSFA 12 News at Six - MF 6-	630pm :30 FLSM1892H_Names \$350.00 NM
6 WSFA Th 08/10/17 WSFA 12 News at Six - MF 6- Credited	630pm :00 \$350.00 NM
10 WSFA F 08/11/17 6:17 PM WSFA 12 News at Six - MF 6-	630pm :30 FLSM1892H_Names \$350.00 NM
31 08/14/17 08/14/17 WSFA 12 News at Six - 6-630pm 1	:30 1 \$350.00 NM
	<u>Rate</u> 0.00
Spots: # Ch Day Air Date Air Time Description St	art/End Time
1 WSFA M 08/14/17 6:28 PM WSFA 12 News at Six - MF 6-	630pm :30 FLSM1892H_Names \$350.00 NM
32 08/05/17 08/12/17 WSFA 12 News at Six-S Sa 6-7pm at	-1- :30 1 \$80.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u>	Rate 0.00
	art/End Time Length Ad-ID Rate Type
	16-7pm :30 ROY MOORE FOR SENATE \$80.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u>	Rate 0.00
	art/End Time Length Ad-ID Rate Type
	6-7pm :30 FLSM1892H_Names \$80.00 NM
34 07/31/17 08/13/17 WSFA 12 News at Five-SSu 5-530p	S :30 1 \$90.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u>	Rate 0.00
	art/End Time
	5-530p :30 FLSM1892H_Names \$90.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u>	Rate 0.00

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<u>Advertiser</u>	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

www.wsfa.com

www.wsfa.com									
						Spots/			
Line Start Da	ite End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
34 07/31/17	7 08/13/17	WSFA 12 News at I	ive-SSu 5-530p	S _.	:30	1	\$90.00	NM	
Spots: # 0	Ch Day Air		cription	Start/End Time	Lengtl	n Ad-ID			Rate Type
9 V	NSFA Su 08	/13/17 5:28 PM WS	FA 12 News at Five-Sun	Su 5-530p	:30) FLSM1892	H_Names		\$90.00 NM
35 07/31/17	7 08/13/17	WSFA 12 News at 1	en - 10-1035pm	MTWTF	:30	5	\$275.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFS: 08/06/17 MTWTF-		Rate \$275.00					
Spots: # C	<u>Day Air</u>	Date Air Time Des	<u>cription</u>	Start/End Time	Length	Ad-ID			Rate Type
6 V	VSFA M 07/	31/17 10:17 PM WS	FA 12 News at Ten - MF	10-1035pm	:30	ROY MOOR	E FOR SENATE	į.	\$275.00 NM
3 V	VSFA Tu 08/	01/17 10:22 PM WS	FA 12 News at Ten - MF	10-1035pm	:30	ROY MOOR	E FOR SENATE		\$275.00 NM
5 V	VSFA W 08/	02/17 10:22 PM WS	FA 12 News at Ten - MF	10-1035pm	:30	ROY MOOR	E FOR SENATE		\$275.00 NM
2 V	VSFA Th 08/	03/17 10:39 PM WS	FA 12 News at Ten - MF	10-1035pm	:30	ROY MOOR	E FOR SENATE		\$275.00 NM
4 V Weeks:	VSFA F 08/ Start Date 08/07/17	04/17 10:15 PM WS <u>End Date</u> <u>MTWTFSS</u> 08/13/17 MTWTF		10-1035pm <u>Rate</u>	:30) ROY MOOR	E FOR SENATE	Ĭ.	\$275.00 NM
Spots: # C	Ch Day Air			\$275.00 Start/End Time	Length	Ad-ID			Rate Type
			FA 12 News at Ten - MF	10-1035pm) FLSM1892	⊔ Namoc		\$275.00 NM
	VSFA Tu 08/		FA 12 News at Ten - MF	10-1035pm) FLSM1892			\$275.00 NM
			FA 12 News at Ten - MF	10-1035pm) FLSM1892			\$275.00 NM
				CHEST STATE OF THE PARTY OF THE) FLSM1892			
E 0	VSFA Th 08/ VSFA F 08/		FA 12 News at Ten - MF	10-1035pm 10-1035pm) TCI10501			\$275.00 NM
0 V	VSFA F 08/	11/17 10:26 PM WS	FA 12 News at Ten - MF	10-1035pm	.30) 10110301	33H		\$275.00 NM
36 08/14/17	08/14/17	WSFA 12 News at T	en - 10-1035pm	1	:30	1	\$275.00	NM	
Weeks:	Start Date 08/14/17	End Date MTWTFSS 1		<u>Rate</u> \$275.00					
Spots: # C	<u>Day Air</u>	Date Air Time Des	<u>cription</u>	Start/End Time	Length	Ad-ID			Rate Type
3 V	VSFA M 08/	14/17 10:34 PM WSI	FA 12 News at Ten - MF	10-1035pm	:30) Conserva	tive		\$275.00 NM
37 08/05/17	08/13/17	WSFA 12 News at T	en - 10-1030pm	1-	:30	1	\$175.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFSS 08/06/171-		<u>Rate</u> \$175.00					
Spots: # C	h Day Air	Date Air Time Des	cription	Start/End Time	Length	Ad-ID			Rate Type
1 V	VSFA Sa 08/	05/17 10:07 PM WSI	A 12 News at Ten - Sat	10-1030pm	:30	ROY MOORI	E FOR SENATE		\$175.00 NM
Weeks:	Start Date 08/07/17	End Date MTWTFSS 08/13/171-		<u>Rate</u> \$175.00					
Spots: # C	<u>Day Air</u>			Start/End Time	Length				Rate Type
2 W	VSFA Sa 08/	12/17 10:21 PM WSF	A 12 News at Ten - Sat	10-1030pm	:30	Conservat	tive		\$175.00 NM
38 08/06/17	08/13/17	WSFA 12 News at T Sun	en - 10-1030pm	1	:30	1	\$300.00	NM	
Weeks:	Start Date 07/31/17	End Date MTWTFSS 08/06/171		<u>Rate</u> \$300.00					
Spots: # C	h Day Air	Date Air Time Des	<u>cription</u>	Start/End Time	Length	Ad-ID			Rate Type
2 W	/SFA Su 08/0	06/17 10:16 PM WSF	A 12 News at Ten - Sun	10-1030pm	:30	FLSM1892H	H_Names		\$300.00 NM
Weeks:		End Date MTWTFSS		Rate					
	08/07/17	08/13/171	•	\$300.00		4.1.15			
Spots: # C	<u>h</u> <u>Day</u> <u>Air</u>	Date Air Time Desc	cription	Start/End Time	<u>Length</u>	Ad-ID			Rate Type

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1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

42 08/13/17

08/13/17

www.wsfa.com	<u>n</u>											
								Spots/				
Line Start	Date	End Date	Des	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
38 08/06	5/17	08/13/17	WSF Sun	A 12 News at Ten -	10-1030pm	1	:30	1	\$300.00	NM		
Spots: #	<u>Ch</u>	Day Air		Air Time Descript	<u>ion</u>	Start/End Time	Lengt	h Ad-ID			Rate	Type
1	WSF	-A Su 08	/13/17	10:24 PM WSFA 1	2 News at Ten - Sun	10-1030pm	:3	O Conserva	tive		\$300.00	NM
39 07/31	1/17	08/13/17	NBC	Early Today	4XM-430XM	MTWT	:30	4	\$3.00	NM	67	
Week	s:	Start Date 07/31/17	End D 08/06/		Spots/Week 4	<u>Rate</u> \$3.00						
Spots: #	<u>Ch</u>	Day Air	r Date	Air Time Descripti	ion	Start/End Time	Lengti	Ad-ID			Rate	<u>Type</u>
1	WSF	A M 07	/31/17	4:18 AM NBC Ear	rly Today	4XM-430XM	:30	ROY MOOR	E FOR SENATE		\$3.00	NM
2	WSF	A Tu 08	/01/17	4:30 AM NBC Ear	rly Today	4XM-430XM	:30	ROY MOOR	E FOR SENATE		\$3.00	NM
3	WSF	A W 08	/02/17	4:18 AM NBC Ear	rly Today	4XM-430XM	:30	ROY MOOR	E FOR SENATE		\$3.00	NM
4	WSF	A Th 08	/03/17	4:18 AM NBC Ear	rly Today	4XM-430XM	:30	ROY MOORI	E FOR SENATE		\$3.00	NM
Week		Start Date 08/07/17	End D 08/13/		Spots/Week 4	<u>Rate</u> \$3.00						5 75 95 95
Spots: #	<u>Ch</u>	Day Air	Date	Air Time Descripti	<u>ion</u>	Start/End Time	Length	Ad-ID			Rate	Type
6	WSF	A M 08	/07/17	4:30 AM NBC Ear	rly Today	4XM-430XM	:30) FLSM1892	_Names		\$3.00	NM
7	WSF	A Tu 08	/08/17	4:30 AM NBC Ear	ly Today	4XM-430XM	:30	FLSM1892	_Names		\$3.00	NM
8	WSF	A W 08	/09/17	4:29 AM NBC Ear	ly Today	4XM-430XM	:30) FLSM1892	_Names		\$3.00	NM
9	WSF	A Th 08	/10/17	4:30 AM NBC Ear	ly Today	4XM-430XM	:30) FLSM1892H	H_Names		\$3.00	NM
40 07/31	/17	08/13/17	Toda m	y in Alabama 430a	430-5a	MTWTF	:30	5	\$5.00	NM		
Weeks		Start Date 07/31/17	End D: 08/06/		Spots/Week 5	<u>Rate</u> \$5.00		-				
Spots: #	<u>Ch</u>	Day Air	Date	Air Time Descripti	<u>on</u>	Start/End Time	Length	Ad-ID			Rate	Туре
2	WSF	A M 07/	31/17	4:58 AM Today in	Alabama 430am	430-5a			FOR SENATE		\$5.00	
3	WSF	A Tu 08/	01/17	4:53 AM Today in	Alabama 430am	430-5a	:30	ROY MOORE	FOR SENATE		\$5.00	
1	WSF	A W 08/	02/17	4:42 AM Today in		430-5a	:30	ROY MOORE	FOR SENATE		\$5.00	
5	WSF	A Th 08/	03/17	4:52 AM Today in		430-5a	:30	ROY MOORE	FOR SENATE		\$5.00	NM
10	WSF	A F 08/	04/17	4:41 AM Today in		430-5a	:30	ROY MOORE	FOR SENATE		\$5.00	
Weeks		Start Date 08/07/17	End Da 08/13/	ate MTWTFSS	Spots/Week 5	<u>Rate</u> \$5.00						
Spots: #	<u>Ch</u>	Day Air	Date	Air Time Description	<u>on</u>	Start/End Time	Length	Ad-ID			Rate	Type
8	WSF	A M 08/	07/17	4:41 AM Today in	Alabama 430am	430-5a	:30	FLSM1892H	_Names		\$5.00	
6	WSF	A Tu 08/	08/17	4:41 AM Today in	Alabama 430am	430-5a	:30	FLSM1892H	_Names		\$5.00	NM
7	WSF	A W 08/	09/17	4:41 AM Today in	Alabama 430am	430-5a	:30	FLSM1892H	_Names		\$5.00	- 1
9	WSF	A Th 08/	10/17	4:51 AM Today in	Alabama 430am	430-5a	:30	FLSM1892H	_Names		\$5.00	NM
11	WSF	A F 08/	11/17	4:51 AM Today in	Alabama 430am	430-5a	:30	Conservat	ive		\$5.00	NM
41 08/14/	/17	08/15/17	Today m	y in Alabama 430a	430-5a	MT	:30	2	\$5.00	NM		
Weeks		Start Date 08/14/17	End Da 08/20/1		Spots/Week 2	<u>Rate</u> \$5.00						
Spots: #	<u>Ch</u>	Day Air		Air Time Description	<u>on</u>	Start/End Time	Length	Ad-ID			Rate 1	Туре
2	WSF		14/17	4:58 AM Today in		430-5a		FLSM1892H	_Names		\$5.00	
1	WSF			4:40 AM Today in		430-5a		Conservat				- 1
				,,							+5.55	

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:30

\$150.00

NM

1030-11P

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Send Payment To:
WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoid	ce #	Invoice Date	Invoice Month	Invoice Period
17874	406-1	08/27/17	August 2017	07/31/17 - 08/15/17

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

www.wsfa.com

www.wsia.com							0 1 1			
Line Start Date	End Date	Descri	ntion	Start/End Time	MTHESS	Longth	Spots/ Week	Rate	Type	
Line Start Date	Lilu Date			Sec College Control of the Carry Control of the Car	MTWTFSS	Length	vveek	Rate	Туре	
		WSFA 0P SU	12 NEWS @ 10	13						
Weeks:	Start Date 08/07/17	End Dat 08/13/17		Spots/Week 1	<u>Rate</u> \$150.00					
Spots: # Ch	Day Air	Date .	Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA Su 08	/13/17 1	0:37 PM WSFA	12 NEWS @ 1030F	P SU 1030-11P	:3	O FLSM1892	H_Names		\$150.00 NM
43 08/14/17	08/14/17	WSFA	12 News at Five	e 5-530pm	M	:30	1	\$90.00	NM	
Weeks:	Start Date 08/14/17	End Date 08/20/17		Spots/Week 1	<u>Rate</u> \$90.00					
Spots: # Ch			Air Time Descrip		Start/End Time	Lengt	h Ad-ID			Rate Type
	FA M 08			12 News at Five	5-530pm	:0				\$90.00 NM
	Credited									
44 08/06/17	08/13/17	NBC E	arly Today	4XM-430XM	S	:30	1	\$3.00	NM	
Weeks:	Start Date 07/31/17	End Date 08/06/17		Spots/Week 1	<u>Rate</u> \$3.00					
Spots: # Ch	Day Air	Date /	Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA Su 08/	/06/17	4:17 AM NBC E	arly Today	4XM-430XM	:3	O FLSM1892	H_Names		\$3.00 NM
Weeks:	Start Date			Spots/Week	Rate					
Spots: # Ch	08/07/17 Day Air	08/13/17	Air Time Descrip	1 stion	\$3.00 Start/End Time	Lengt	h Ad-ID			Rate Type
(4)	FA Su 08/		4:29 AM NBC E		4XM-430XM		0 Conserva	tive		\$3.00 NM
	0.77								N 10 4	V 0.00 1
45 08/06/17	08/06/17	0P SU	12 NEWS @ 10		S	:30	1	\$150.00	NM	
Weeks:	Start Date 07/31/17	End Date 08/06/17		Spots/Week 1	<u>Rate</u> \$150.00					
Spots: # Ch	Day Air	Date /	Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSI	FA Su 08/	06/17 1	0:55 PM WSFA	12 NEWS @ 1030F	SU 1030-11P	:3	0 FLSM1892	H_Names		\$150.00 NM
46 08/14/17	08/15/17	Today I	n Alabama	6a-7a	MT	:30	2	\$175.00	NM	1
Weeks:	Start Date 08/14/17	End Date 08/20/17		Spots/Week 2	<u>Rate</u> \$175.00					50
Spots: # Ch	Day Air		Air Time Descrip		Start/End Time	Lengtl	n Ad-ID			Rate Type
2 WSI			6:52 AM Today I		6a-7a	:30) FLSM1892	H_Names		\$175.00 NM
1 WSF	FA Tu 08/		6:39 AM Today I		6a-7a	:30) Conserva	tive		\$175.00 NM
47 08/09/17	08/13/17	Last Ca	II With Carson D	Da 1235-105x	WTF	:30	3	\$5.00	NM	
Weeks:	Start Date 08/07/17	End Date 08/13/17	MTWTFSS WTF	Spots/Week 3	<u>Rate</u> \$5.00					
Spots: # Ch	Day Air		vir Time Descrip	-	Start/End Time	Lenath	n Ad-ID			Rate Type
1 WSF				ıll With Carson Daily) FLSM1892I	H_Names		\$5.00 NM
2 WSF				III With Carson Daily		:30) Conserva	tive		\$5.00 NM
3 WSF				II With Carson Daily		:30) FLSM1892	H_Names		\$5.00 NM
48 08/09/17	08/13/17	HARRY	,	2-3p	WTF	:30	2	\$25.00	NM	

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Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17

<u>Advertiser</u>	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

www.wsfa.com

Line Start Date En	d Date Descripti	on	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
48 08/09/17 08	/13/17 HARRY		2-3p	WTF	:30	2	\$25.00	NM	
	t Date	MTWTFSS WTF	Spots/Week 2	<u>Rate</u> \$25.00					
Spots: # Ch I	Day Air Date Air	Time Descrip	tion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSFA	W 08/09/17 2:	47 PM HARRY	•	2-3p	:3	O FLSM1892	H_Names		\$25.00 NM
2 WSFA Th 08/10/17 2:56 PM HARRY			2-3p	:30 FLSM1892H_Names				\$25.00 NM	
49 08/07/17 08	/07/17 INSIDER	, THE	130-2p	M	:30	1	\$45.00	NM	
12. 0.030000	t Date End Date 07/17 08/13/17	MTWTFSS M	Spots/Week 1	<u>Rate</u> \$45.00					
Spots: # Ch Day Air Date Air Time Description			Start/End Time	Length Ad-ID				Rate Type	
1 WSFA	M 08/07/17 Inresolved	INSIDE	R, THE	130-2p	:0	0			\$45.00 NM
				Total Spots	18				

Payment Terms 30 Days

Gross Total

\$20,258.00

Agency Commission

\$3,038.70

Net Amount Due

\$17,219.30

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